

TO BE WON DIXONS



PLUS A SPECIAL
SUBSCRIPTION OFFER FOR
THE MAGAZINE THAT WILL
HELP YOU CREATE THE
HELP YOU CREATE THE
PERFECT PHOTOGRAPH.
See page 6.



See back page for your lucky number to win 1 of 50 Eclipse Direct holidays

OVER 350 DIXONS HIGH STREET STORES NATIONWIDE

CHOOSE FROM DIXONS **UNBEATABLE CHOICE OF** CAMERAS, **CAMCORDERS** AND **BINOCULARS**

on cameras over £40. Get a book of your choice with a compact camera or 2 books with a zoom compact camera. See page 2,3,4 & 5.



Get a Miranda Panorama Camera when you buy any pair of binoculars

ON ALL SLR's

ON CAMCORDERS See page 9, 10 & 11.

TRADE-IN ON ALL CAMCORDERS

Trade in your old camera for the latest camcorder technology. See page 9.

Choosing the Right Camera for you with

ÔTÖGRAPHER

COMPACT

A 35mm compact is by definition small and simple to operate benefiting from the improved quality of 35mm film over cartridge cameras. It's a Jack of all trades and an excellent introduction to picture taking.

AUTOFOCUS COMPACT

A compact camera which uses a system of distance calculation (usually active infra-red) to set the correct focus for the camera lens. These cameras are ideal for taking good quality snapshot pictures.

ZOOM COMPACT

A compact with a zoom lens A compact with a zoom rens allowing you to make the image of your subject larger or smaller without you moving an inch. In addition most zoom compacts have a greater range of additional facilities than a standard autofocus compact. A zoom compact gives you the convenience of a compact but greater flexibility in your picture taking.

SLR

With an SLR camera you view the subject through the lens meaning what you see when taking the picture is exactly what you get. SLRs offer superb versatility with the option of different lenses and a host of features. An SLR camera will not only give you excellent quality pictures but if needed offers the creative control not available on compacts.

POLAROID

Polaroid cameras give you the picture you have taken within a minute. Seeing the pictures instantly is great fun especially at parties.



UP TO HALF PRICE Miranda Compacts



RANDA MD3

35mm Compact Camera With power wind/rewind and Was £39.99. 19.99 built-in flash. Was £39.99.



MIRANDA

AF3 35mm AutoFocus Compact Camera With autofocus, 'red-eye'

reducing flash, power

wind/rewind.

Dixons Deal £

MIRANDA HALF PR

Solo 3 35mm Compact Camera Built-in flash and lens cover.

Available in black/red Was £19.99

Dixons Deal £9.99



CHOOSE FROM



POLAROID

635 Instant **Picture Camera** Includes built-in flash. Was £34.99.

Dixons Deal £27.99



POLAROID

536AF Instant Picture Camera With autofocus.

Dixons £49.99



POLAROID

Vision Instant **Picture Camera** Sleek foldaway design. Was £99.99. Dixons £79.99

POLAROID

OLYMPUS

Shoot and Go 35mm Compact Camera Simple to use with built-in flash and protective lens cover. Comes complete with case and hatteries.

Dixons Deal £26.99

OLYMPUS Trip 201 35mm Compact Camera

Focus free with built-in 'red-eye' reducing flash. Auto film wind/rewind. Was £49.99.

Dixons Deal £39.99



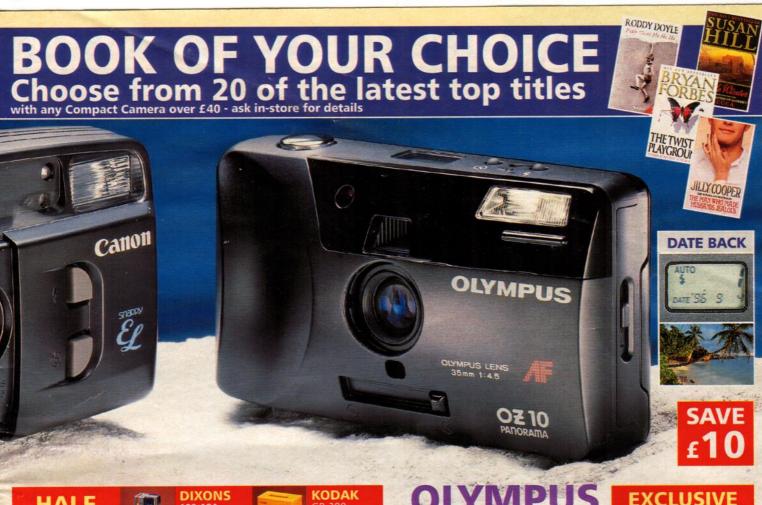
MINOLTA AF101R **Autofocus 35mm Compact**

Camera With 'red-eye'reducing auto flash. Includes case and

Dixons Deal £49.99



ns photoshow'9





100 ASA 24 Exposure Separate Selling Price £12.95



GB 200 200 ASA 24 Exposure 4 Pack

Dixons Deal £9.99

TRA FREE

OZ10 35mm Compact Camera With autofocus, auto flash, auto

wind/rewind. Date back facility and switchable panorama mode. Was £99.99.

Dixons Deal £

UNBEATABLE RANGE OF TOP BRAND COMPACT CAMERAS

NIKON AF220 35mm Compact Camera

Autofocus with focus lock. 'Red-eye' reducing flash. Motor wind/rewind. Complete with case & batteries

Dixons Deal £49.99



Trip AF Mini 35mm Compact **Camera outfit Complete with** 2 x 24 exp films, battery and case. Autofocus with focus lock. Was £79.99

Dixons Deal £64.99



CANON AF7

35mm Compact Camera Extra large viewfinder for added convenience. 'Red-eye' reducing

flash. Autofocus. Self timer.

Dixons Deal £69.99



CANON Sureshot Mini 35mm Compact Camera Ultra compact lightweight design with autofocus, built-in autoflash with 3 override modes and auto exposure. Was £99.99.

Dixons Deal £89.99

SAMSUNG Slim Dual

QD 35mmCompact Camera With twin 28mm wide angle and 48mm telephoto lens. Date back and switchable panorama facility Includes case & batteries. 119.99





Fully automatic operation. Date back facility and switchable panorama mode. Was £149.99

Dixons Deal £139.99



LOWEST PRICES GUARANTEED • SPECIAL MAIL ORDER SERVICE See back page • OVER 350 DIXONS HIGH STREET STORES NATIONWIDE

Using your ZOO Compact AMATEUR

PHÔTOGRAPHER

A small camera with a built-in zoom lens was a distant pipe dream 10 years ago, but now compact cameras with 2x, 3x, nearly 4x zooming ranges are within your reach. Zoom compacts have much of the specification of an SLR, but none of the bulk.

A built-in zoom lens has many advantages. If your subject is in a difficult position and you can't get nearer, let your zoom do the walking! A zoom lets you keep up with a subject moving away from you, or coming towards you. Also, it is an aid to composition, allowing you to cut out any unwanted details on the edge of the frame.

Zoom compacts combine the point and shoot ease of the compact with the specification and creativity of the SLR. When loaded with ISO 400 colour print film, there is hardly a situation you won't be able to photograph with your zoom compact.











FILM DEVELOPING with this voucher

One voucher per purchase. Cannot be used in conjunction with any other offers. Offer ends 1/10/95. Branch use only discount using code 4 (Head Office Offer) 24 Exposures In-Store Price £4.99. Dixons Deal

36 Exposures

In-Store Price £5.99.
Dixons Deal

Offer applies to Standard 4
"Next Day" Service only

UNBEATABLE DEALS ON



YASHICA



Microtec 70 35-70mm Zoom Compact Camera With infra red autofocus. 'Red-eye' reducing flash.

reducing flash. Comes complete with battery and case. Was £159.99.

Dixons 129.99



Zoomtec 90
38-90mm Zoom
Compact Camera
Step zoom facility,
autofocus and builtin auto flash. Self
timer. With case
and battery.
Was £199.99.

Dixons 159.99

SAMSUNG

These Cameras come complete with case, battery and video - "Taking Better Pictures"

777i QD 35-70mm Zoom Compact Camera Autofocus. With 3 way flash. Self timer and dateback facility.

Dixons 1

Deal £ 39.99
Slim Zoom QD

35-70mm Zoom Compact Camera Ultra Slimline Design With multi-function flash and dateback.

Dixons 159.99



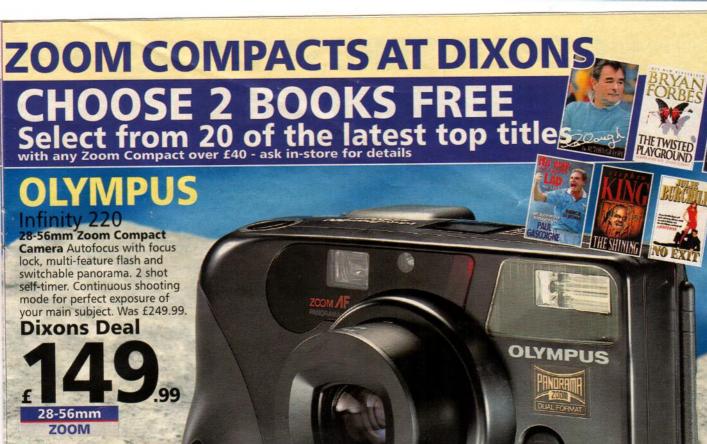
ZOOM

1050 38-105mm Zoom Compact Camera 3-way flash. Step zoom & continuous shooting mode.

Dixons 199.99
Deal £ 199.99
20% deposit plus 6 monthly
direct debit payments of £26.67



Dixonsphotoshow95





SAVE



PENTAX IQ ZOOM 115
38-115mm Zoom Compact Camera
Autofocus with focus lock, Multi-functional flash,
Multiple shooting mode. Switchable panorama. Remote control for shutter

release and step zoom.

Dixons Deal £249 Was £299.99.

HALF PRICE FLIGHTS with all these Cameras. See in-store for details

Zoom 200 38-70mm Zoom Compact Camera Auto exposure and focus. 'Red-eye' reducing flash. With battery & case.

Dixons 129.99

Zoom 300 35-70mm Zoom **Compact Camera** Autofocus with focus lock. Fully featured flash. LCD display. Was £179.99

Dixons 149.99

Zoom 500 38-105mm Zoom **Compact Camera** Ultra compact lightweight design

with fully featured

flash Dixons £229.99





PENTAX

ESPIO 738 38-70mm Zoom **Compact Camera** Infra-red autofocus with focus lock. Multifunction flash.

Dixons 139.99



MJU Zoom 35-70mm Zoom **Compact Camera**

5-way flash modes with 'red-eye' reduction. Ultra compact design.

Dixons Deal **SZ 120TC**



35-120mm Zoom **Compact Camera** 3-way flash including backlight compensation. Remote control.

Titanium finish. Includes battery and case Dixons £299.99 Deal



LOWEST PRICES GUARANTEED • OVER 350 DIXONS HIGH STREET STORES NATIONWID





SAVE PENTA

PENTAX 10 ZOOM 115

38-115mm

ZOOM

38-115mm Zoom Compact Camera

Autofocus with focus lock. Multi-functional flash. Multiple shooting mode. Switchable panorama. Remote control for shutter

release and step zoom.

Dixons Deal £ Was £299.99.

HALF PRICE FLIGHTS with all these Cameras. See in-store for details

Zoom 200 38-70mm Zoom **Compact Camera** Auto exposure and focus. 'Red-eye' reducing flash. With battery & case.

Dixons 129.99

Zoom 300 35-70mm Zoom **Compact Camera** Autofocus with focus lock. Fully featured flash. LCD display. Was £179.99 Dixons 149.99

Zoom 500 38-105mm Zoom

Compact Camera Ultra compact lightweight design with fully featured flash.

Dixons £229.99

38-70mm

35-70mm SAVE £30



PENTAX

ESPIO 738 38-70mm Zoom Compact Camera Infra-red autofocus with focus lock. Multifunction flash.

Dixons 139.99



MJU Zoom 35-70mm Zoom **Compact Camera**

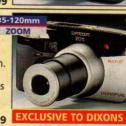
5-way flash modes with 'red-eye' reduction. Ultra compact design.

Dixons Deal

SZ 120TC 35-120mm Zoom **Compact Camera** 3-way flash including backlight compensation. Remote control. Titanium finish. Includes

battery and case. **Dixons** £299.99





LOWEST PRICES GUARANTEED • OVER 350 DIXONS HIGH STREET STORES NATIONWIDE

Why choose an SLR Camera?

OTOGRAPHER

What you see is what you get



Unlike compacts and zoom compacts, you see exactly what the lens sees when you look throught the viewfinder of an SLR camera - in other words, what you see is what you get. This fact, plus the ability to change lenses makes the SLR camera the most flexible and creative camera around for photography.

When buying an SLR camera, you're buying into a vast system of other accessories designed for your camera: lenses, flash guns, remote releases etc. As your interest in photography grows, you can build a system that's tailor made to your type of pictures.

SLR cameras can be easy to use as a

compact or zoom compact because today's models include all the automatic features you need such as auto focus, programmed exposure, built-in flash and film advance and rewind. But, you will always get the best possible results from an SLR because the lens quality and choice is better.

While generally bigger than zoom compacts, SLR cameras are much lighter than they used to be and, as a result, easier to handle. More and more are coming onto the market costing no more than a top of the range zoom compact.

"Look out for our thoughts on the latest

HÔTÖGRAPHER

DON'T MISS AN ISSUE! Get clued up. Subscribe NOW and take advantage of the special offers below.

£72.00 £57.60 £1.40 £1.13 ☐1 year (51 issues) £144:00 £108.00 £1:40 £1.06 2 year (102 issues) £216.00 £151.00 £1.40 £0.99 ☐3 year (153 issues

Or write to Amateur Photographer, FREEPOST (CY 1061), aywards Heath, West Sussex, RH16 3ZA quoting code, DAP,

0% INTEREST ON ALL TO

CANON EOS 5000 SLR DIXONS EXCLUSIV



O% INT



Camera With Sigma 35-80mm lens. 4 picture modes. Built-in flash. "An excellent camera with some innovative functions." - Amateur Photographer.

ns." - Amateur Photographer. 29.99. Dixons Deal £299.99 20% deposit plus 6 monthly direct debit payments of £40 Was £329.99.

CANON EOS 1000 FN

SAVE £30

Twin Zoom SLR Outfit With Sigma 35-80mm and 70-210mm lenses for wide angle and telephoto. Dixons Deal £399.99 Was £429.99.

20% deposit plus 6 monthly direct debit payments of £53.33

35-80mm ZOOM

CANON EOS 500 Autofocus SLR Camera With Canon 35-80mm lens. 3 point focussing system with 4 exposure modes

Dixons Deal £369

20% deposit plus 6 monthly direct debit payments of £

CANON EOS 500

Autofocus SLR Camera As above with Canon

Dixons Deal £395

XONS PHOTOSHOWS

BRAND SLR CAMERAS AT DIXONS





OLYMPUS 28-110mm **POWER ZOOM** is-100

OLYMPUS IS100 Autofocus SLR Camera All-in-one SLR concept camera. 15 TOU Autofocus SLR Camera All-In-one SLR concept camera.
28-110mm lens. Autofocus to 75cm. Flash modes include 'red-eye' reducing and auto variable for close-ups. "If you are looking for a camera with a high quality lens that will do all the thinking for you, then the IS-100 is probably the best of its kind around."- Amateur Photographer.

Dixons Deal for the probably direction of the probably the set of its kind around."- Amateur Photographer. Dixons Deal £399 20% deposit plus 6 monthly directly payments of £53

0%

INTEREST

DYNAX

35-70mm

ZOOM

300si

THIS COBRA **FLASHGUN** When bought with an SLR



COBRA 440 Flashgun Available for Canon, Minolta or Nikon SLR's. In-Store Price £59 99

Dixons Deal £39.99

OVER 350 DIXONS HIGH STREET STORES NATIONWIDE

20% deposit plus 6 monthly direct debit pay

REE PANORAMA CAMERA

ALL BINOCULARS OVER £20

FREE Miranda Panorama camera, instore price £12.99 when you buy any set of binoculars over £20 from the massive Dixons range.



HALF PRICE SCOOP



SAMSUNG

7 x 25 Pocket Sized 7x Magnification Binoculars 25mm lens diameter. Perfect for general use - holidays, sports and hobbies. Was £79.99.

Dixons Deal f



MIRANDA 16 x 50 50mm objective lens ideal for long distance wide

MIRANDA 8 x 40 Lightweight design. 8 x magnification binoculars. 40mm lens diameter. Was £39.99.

£39.99. Dixons Deal £ 19.99





PENTAX

7 x 20 Top brand ultra compact binoculars with 7 x magnification and 20mm lens diameter.

Dixons Deal £ 69.99

MINOLTA 8 x 21Great for sports with 8 x magnification and 21mm lens diameter. Compact design

SUNAGOR 15-60 x 63 Massive 15-60x

Dixons Deal £ 179.99

zoom magnification and 10 year warranty

Dixons Deal £79.99





10 x 21 Fabulous image quality with crystal clear 10 x magnification and 21mm lens diameter. 99.99





OPEN UP YOU HORIZONS

What are **RB Optics?**

Another superb innovation in binocular design, RB optics feature a multi-coloured lens coating which facilitates maximum light transmission for a clearer, brighter image.

All Chinon RB Binoculars come complete with case, strap and 5 year quarantee.



RB OPTICS

SAVE £30

CHINON

8 x 25 RB 8x magnification. Ultra compact design - easy to carry. 25mm diameter lens.

Was £89.99.

Was £89.99. **59.99 Dixons Deal £59.99**



RB OPTICS

SAVE £50

CHINON

7-15 x 25 RB Powerful 7-15 x zoom magnification, compact design, ideal for travel.

Was £139.99. **89.99**



RB OPTICS CHINON 9-21 x 25 RB

Ultra compact design zooms up to 21 x magnification for sharper and clearer viewing.

SAVE £50

Was £149.99. **99.99**



RB OPTICS

SAVE £50 CHINON 8-20 x 50 RB

Powerful 8-20 x zoom magnification gets you right in on your subject.

Was £169.99. Dixons Deal £

DIXONSPHOTOSHOW95

TO TRADE-IN ON ALL CAMCORDERS

TRADE IN YOUR OLD CAMERA AND SAVE UP TO £100 ON A NEW CAMCORDER.

Your old camera could be worth more than you think. When you trade it in at Dixons, you could receive up to £100 against the purchase price of any new camcorder.

£20 TRADE-IN

Any 35mm camera accepted.

£50 TRADE-IN

Any 35mm SLR camera with lens in working order accepted.

£100 TRADE-IN

Any Canon, Minolta, Nikon, Olympus and Pentax SLR camera with lens and in working order accepted.

All cameras must be in good condition and working order. Some cameras may not be accepted at the discretion of the store manager.



PLUS £100 WORTH OF FREE ACCESSORIES



8mm FORMAT

Miranda TP20 Tripod

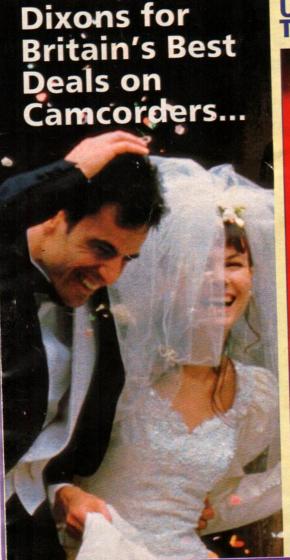


Miranda Deluxe Holdall



Miranda Compact Video Light

When you buy a Sanyo VMD 90 you receive a Miranda TP20 Tripod, Miranda Deluxe Holdall and a Miranda Compact Video Light free. Total Separate Selling Price £100.





MASSIVE SAVINGS ON



8mm Remote Control Camcorder with 10x Power Zoom. Includes built-in pop up video light. Editing facility. Fade/titling functions. Was £599.99.

Dixons Deal £

20% deposit plus 6 monthly direct debit payments of f

12 x POWER ZOOM

9 MONTH

0% INTERE

IGHT OR





Video Light

Buy this Miranda Compact Video Light or Miranda TP20 Tripod for just £5 each

WHEN YOU BUY ANY CAMCORDER

CANON



image stabilisation which greatly reduces the effects of camera shake. 12x power zoom lens Was £649.99. Hurry. Limited stocks. 599.99

20% deposit plus 6 monthly direct debit payments of £80

JVC

GRAX 200 VHS C Camcorder VHS C Camcorder
Program auto exposure
with special effects.
Auto headcleaner to
maintain effects.
High speed shutter
to capture fast moving
action. Price excluding
chequeback £599.99.
Dixons Deal

Dixons Deal £549.

Including chequeback. 20% deposit plus 9 monthly direct debit payments of £53.33

GRHF 700 VHS-C Camcorder with hi-fi stereo sound 12x variable speed zoom lens. 6 program Multi brand easy edit facility

Dixons Deal 699, 20% deposit plus 9 monthly direct debit payments of £62.22

XONSPHOTOSHOW95



£120 OF FREE **ACCESSORIES**

Plus 0% Interest

HOLDAYS

1st PRIZE

14 night Caribbean holiday for 4 in Isla de Margarita

Other prizes: 49 European holidays for 7 people in any European

or North African destination featured in the

Eclipse Direct brochure.

Eclipse Direct is part of First Choice Holidays and Flights Ltd.

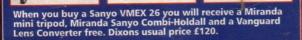
ATOL 230, ABTA V1549 DRAW

AT YOUR FINGERTIPS WITH **ECLIPSE DIRECT.**



IS YOUR LUCKY NUMBER A WINNER?

SANYO



Combi Holdall

FREE

ACCESSORY



8mm Camcorder with 3x zoom Point and shoot camcorder. With

optical colour LCD Data screen.

Dixons Deal 399.,,

> debit payments of £35.56

VMEX 26

Mini Tripod

Ultra Comp **8mm Remote Control** Camcorder with

10x Power Zoom Features date/time insert facility, 6 program auto exposure modes, auto white balance, high speed shutter, full range autofocus and remote control.

20% deposit plus 6 monthly direc

debit payments of £80

SPECIAL MAIL ORDER SERVICE

SANYO

SIMPLY CALL FREEPHONE 0500 50 40 30

OR FAX 01442 888 145 THESE CARDS ACCEPTED

Simply quote the page number, brand and model number and ensure you have the brochure with you

at the time of ordering













ORDER BY PHONE SERVICE AVAILABLE IN UK ONLY

DELIVERY CHARGES - ONLY £3.25 PER ORDER

We aim to deliver within 5 working days (subject to availability and installation services).

For orders by post make cheque for product plus £3.25 delivery payable to:
DIXONS STORES GROUP LTD

and write to: DIXONS DIRECT, P.O. BOX 60, HEMEL HEMPSTEAD, HERTS. HP2 7TZ

14 days satisfaction guarantee Full details available with order.



CUSTOMER INFORMATION

LOWEST PRICES GUARANTEED We will refund the difference if the same offer is cheaper locally, and if you notify us within 7 days of the purchase.

The product must be new, complete and available for immediate delivery Mail order price/offers are excluded

Prices and details correct at time of going to press May 1995. Unless otherwise stated offers start 18th May 1995 and end 6th June 1995 and are subject to availability. Dixons Stores Group Ltd. Reg. No. 504 877. Registered Offers: 29

Farm Street, London W1X 7RD.

EASY WAYS TO PAY

Instant credit with Dixons Budgetcard, subject to status. Applicants must be 18 or over (21 in Northern Ireland). 5% deposit, APR 27.8% (variable) by direct debit only 0% credit on selected goods as indicated by direct debit only. Dixons welcome all major credit and charge cards. Written quotations from Dept. MK, Hemel Hempstead, Herts HP2 7TG

10x vm·EX26F

OVER 350 DIXONS HIGH STREET STORES NATIONWIDE - Phone 0181-200-0200